

SimUCare

Delaware Small Business Development Center

Client Name: SimUCare

Client Website: <http://www.simucareusa.com/>

Client Story: SimUCare is a healthcare device company formed as a spin out from the University of Delaware (UD) in 2015. SimUCare manufactures and sells wearable, sensor-enabled training devices to hospitals, universities and sim centers in the rapidly growing \$2B healthcare simulation education market. SimUCare products merge the personal and technical aspects of clinical training by allowing students to learn how to place a catheter and other techniques. Previously, clinical students had to practice their skills on lifeless manikins, depriving them of the opportunity to enhance their bedside manner while working on their technique. SimUCare marries the two worlds by allowing students to practice on a trained actor that has been equipped with a SimUCare device, also known as a Standardized Patient.

Co-Founder and CEO, Amy Cowperthwait, conceived this idea when she was working as a clinical nursing specialist in UD's School of Nursing Resource Simulation Center and coordinating the Healthcare Theatre for UD. Cowperthwait then sought assistance from UD's Office of Economic Innovation & Partnerships (OEIP) on how to commercialize this technology.

As a unit of OEIP, Delaware SBDC worked with Amy as she developed her business model and applied for various funding sources. With the assistance of DSBDC, Amy has won awards from UD's Hen Hatch Competition, Center for Applied Technology and the University City Science Center's QED Program.

The first product developed was the SimUTrach, a device designed to simulate a patient with a tracheostomy. In the first few months of rolling out SimUTrach, SimUCare has already generated significant sales to warrant the development of other products. SimUCare is developing technology to simulate IV insertion with SimUSTick and technology to simulate catheterization with SimUCath for beta testing in January 2017.

In order to accommodate this expansion, SimUCare is in the process of raising capital to accelerate their growth and is working with the DSBDC on their pitch strategy.